

MOTION BY SUPERVISOR GLORIA MOLINA

July 24, 2007

**AMENDMENT TO ITEM NO. 36**

The Chief Executive Officer (CEO) is recommending a cost of living adjustment (COLA) of 3 percent for 211 LA County, the County's contractor for providing toll-free/24-hour Information and Referral (I&R) services to constituents. The CEO is also recommending a contract amendment allocating \$250,000 from funds in Provisional Financing Uses, which this Board set aside for 211 enhancements, to fund a marketing/public education campaign to expand public awareness of 211. While I recognize the critically valuable role which 211 LA County plays in helping to ensure that County residents enjoy easy, customer-friendly access to timely and accurate information—as well as referrals to important services provided by the County and other agencies—I remain concerned that we lack sufficient data to adequately assess our constituents' level of satisfaction with 211's I&R Services.

Before we spend \$250,000 on wide range media campaign, including electronic media, I believe a more targeted approach to unincorporated areas in Los Angeles County might be more beneficial. The financial resources identified by the CEO may be better utilized to complete a targeted mailing to all residents in the unincorporated areas, as an example.

**MOTION**

Molina	_____
Burke	_____
Knabe	_____
Antonovich	_____
Yaroslavsky	_____

I, THEREFORE, MOVE that the board:

1. Approve the recommended 3 percent contract COLA but require that the CEO, in consultation with Board offices, work with 211 LA County to develop an improved methodology for monitoring the quality of service provided to 211 callers and to assess both the types of phone calls and what type of assistance is being provided, including a statistically significant survey of callers. As part of the assessment, a method to collect follow-up data on any complaint calls that relate to a lack of follow up from county departments or service agencies should be included. Please report back in 60 days on the methodologies.
2. Do not approve the \$250,000 expenditure for marketing at this time but, instead, direct the CEO to review and consider lower or no-cost options for marketing approaches. The CEO shall return on September 4, 2007 with a recommendation to the Board on the best marketing and expenditure approach for 211 outreach efforts.

MMA/sf